

Please type a plus sign (+) inside this box

01-03-00

PTO/SB/05 (2-98)

Approved for use through 9/30/00. OMB 0651-0032
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

UTILITY PATENT APPLICATION TRANSMITTAL

Attorney Docket No.

17207-00006

First Named Inventor or Application Identifier

Balwinder S. Samra and
Oumar Nabe

Title

METHODS AND SYSTEMS FOR ANALYZING HISTORICAL TRENDS IN
MARKETING CAMPAIGNS

Express Mail Label No.

EL319728006US

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

ADDRESS TO:

Assistant Commissioner for Patents
Box Patent Application
Washington, DC 20231

Fee Transmittal Form (e.g., PTO/SB/17)

(Submit an original, and a duplicate for fee processing)

2. ☒ Specification

(Preferred arrangement set forth below)

- Descriptive title of the invention
- Cross References to Related Applications
- Statement Regarding Fed sponsored R & D
- Reference to Microfiche Appendix
- Background of the Invention
- Brief Summary of the Invention
- Brief Description of the Drawings (if filed)
- Detailed Description
- Claim(s)
- Abstract of the Disclosure

[Total Pages] 11

3. ☒ Drawing(s) (35 USC 113)

[Total Sheets]

8

4. Oath or Declaration

[Total Pages]

a. ☐ Newly executed (original or copy)

b. ☐ Copy from a prior application (37 CFR 1.63(d))
(for continuation/divisional with Box 17 completed)
[Note Box 5 below]

☐ DELETION OF INVENTOR(S)

Signed statement attached deleting inventor(s) named
in the prior application, see 37 CFR 1.63(d)(2) and
1.33(b).

5. ☐ Incorporation by Reference (useable if Box 4b is checked)

The entire disclosure of the prior application, from which a copy of the
oath or declaration is supplied under Box 4b, is considered as being part
of the disclosure of the accompanying application and is hereby
incorporated by reference therein.

6. ☐ Microfiche Computer Program (Appendix)

7. Nucleotide and/or Amino Acid Sequence Submission
(if applicable, all necessary)

a. ☐ Computer Readable Copy

b. ☐ Paper Copy (identical to computer copy)

c. ☐ Statement verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

8. ☐ Assignment Papers (cover sheet & document(s))

9. ☐ 37 CFR 3.73(b) Statement
(when there is an assignee)

☐ Power of Attorney

10. ☐ English Translation Document (if applicable)

11. ☐ Information Disclosure
Statement (IDS)/PTO-1449

☐ Copies of IDS
Citations

12. ☐ Preliminary Amendment

13. ☒ Return Receipt Postcard (MPEP 503)
(Should be specifically itemized)

14. ☐ Small Entity
Statement(s)
(PTO/SB/09-12)

☐ Statement filed in prior application,
Status still proper and desired

15. ☐ Certified Copy of Priority Document(s)
(if foreign priority is claimed)

16. ☒ Other: EXPRESS MAIL CERTIFICATE & DECLARATION AND POWER
OF ATTORNEY (FOR IDENTIFICATION OF INVENTOR ONLY)

*NOTE FOR ITEMS 1 & 14: IN ORDER TO BE ENTITLED TO PAY SMALL ENTITY FEES, A SMALL
ENTITY STATEMENT IS REQUIRED (37 C.F.R. § 1.27), EXCEPT IF ONE FILED IN A PRIOR
APPLICATION IS RELIED UPON (37 C.F.R. § 1.28).

17. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information:

☐ Continuation

☐ Divisional

☐ Continuation-in-part (CIP)

of prior application No:

Prior application information:

Examiner:

Group/Art Unit:

18. CORRESPONDENCE ADDRESS

☐ Customer Number or Bar Code Label

(Insert Customer No. or Attach bar code label here)

or ☒ Correspondence address
below

NAME

John S. Beulick

Armstrong Teasdale LLP

ADDRESS

Suite 2600

One Metropolitan Square

CITY

St. Louis

STATE

MO

ZIP CODE

63102

COUNTRY

U.S.A.

TELEPHONE

314/621-5070

FAX

314/621-5065

Name (Print/type)

John S. Beulick

Registration No. (Attorney/Agent)

33,338

Signature

John S. Beulick

Date

12/29/99

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the
amount of time you are required to complete this form should be sent to the Chief Information Office, Patent and trademark Office, Washington, DC 20231. DO NOT
SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

FEE TRANSMITTAL		<i>Complete if Known</i>	
<p><i>Patent fees are subject to annual revision on October 1.</i> <i>These are the fees effective October 1, 1997.</i> <i>Small entity payments <u>must</u> be supported by a small entity statement, otherwise large entity fees must be paid. See Forms PTO/SB/09-12.</i> <i>See 37 C.F.R. §§ 1.27 and 1.28.</i></p>		Application Number	
		Filing Date	
		First Named Inventor	Balwinder S. Samra and Oumar Nabe
		Group Art Unit	
		Examiner Name	
TOTAL AMOUNT OF PAYMENT	(\$ 690.00)	Attorney Docket Number	17207-00006

METHOD OF PAYMENT (check one)	FEE CALCULATION (continued)																																																																																																																																																																																			
<p>1. <input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge indicated fees and credit any over payments to:</p> <p>Deposit Account Number 01-2384</p> <p>Deposit Account Name </p> <p><input checked="" type="checkbox"/> Charge Any Additional Fee Required Under 37 CFR 1.16 and 1.17 <input type="checkbox"/> Charge the Issue Fee Set in 37 CFR 1.16 at the Mailing of the Notice of Allowance</p> <p>2. <input type="checkbox"/> Payment Enclosed: <input type="checkbox"/> Check <input type="checkbox"/> Money Order <input type="checkbox"/> Other</p>	<p>3. ADDITIONAL FEES</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Large Fee Code</th> <th style="text-align: left;">Entity Fee (\$)</th> <th style="text-align: left;">Small Fee Code</th> <th style="text-align: left;">Entity Fee (\$)</th> <th style="text-align: left;">Fee Description</th> <th style="text-align: left;">Fee Paid</th> </tr> </thead> <tbody> <tr><td>105</td><td>130</td><td>205</td><td>65</td><td>Surcharge - late filing fee or oath</td><td></td></tr> <tr><td>127</td><td>50</td><td>227</td><td>25</td><td>Surcharge-late provisional filing fee or cover sheet</td><td></td></tr> <tr><td>139</td><td>130</td><td>139</td><td>130</td><td>Non-English specification</td><td></td></tr> <tr><td>147</td><td>2,520</td><td>147</td><td>2,520</td><td>For filing a request for reexamination</td><td></td></tr> <tr><td>112</td><td>920*</td><td>112</td><td>920*</td><td>Requesting publication of SIR prior to Examiner action</td><td></td></tr> <tr><td>113</td><td>1,840*</td><td>113</td><td>1,840*</td><td>Requesting publication of SIR after Examiner action</td><td></td></tr> <tr><td>115</td><td>110</td><td>215</td><td>55</td><td>Extension for reply within first month</td><td></td></tr> <tr><td>116</td><td>400</td><td>216</td><td>200</td><td>Extension for reply within second month</td><td></td></tr> <tr><td>117</td><td>950</td><td>217</td><td>475</td><td>Extension for reply within third month</td><td></td></tr> <tr><td>118</td><td>1,510</td><td>218</td><td>755</td><td>Extension for reply within fourth month</td><td></td></tr> <tr><td>128</td><td>2,060</td><td>228</td><td>1,030</td><td>Extension for reply within fifth month</td><td></td></tr> <tr><td>119</td><td>310</td><td>219</td><td>155</td><td>Notice of Appeal</td><td></td></tr> <tr><td>120</td><td>310</td><td>220</td><td>155</td><td>Filing a brief in support of an appeal</td><td></td></tr> <tr><td>121</td><td>270</td><td>221</td><td>135</td><td>Request for oral hearing</td><td></td></tr> <tr><td>138</td><td>1,510</td><td>138</td><td>1,510</td><td>Petition to institute a public use proceeding</td><td></td></tr> <tr><td>140</td><td>110</td><td>240</td><td>55</td><td>Petition to revive - unavoidable</td><td></td></tr> <tr><td>141</td><td>1,320</td><td>241</td><td>660</td><td>Petition to revive - unintentional</td><td></td></tr> <tr><td>142</td><td>1,320</td><td>242</td><td>660</td><td>Utility issue fee (or reissue)</td><td></td></tr> <tr><td>143</td><td>450</td><td>243</td><td>225</td><td>Design issue fee</td><td></td></tr> <tr><td>144</td><td>670</td><td>244</td><td>335</td><td>Plant issue fee</td><td></td></tr> <tr><td>122</td><td>130</td><td>122</td><td>130</td><td>Petitions to the Commissioner</td><td></td></tr> <tr><td>123</td><td>50</td><td>123</td><td>50</td><td>Petitions related to provisional applications</td><td></td></tr> <tr><td>126</td><td>240</td><td>126</td><td>240</td><td>Submission of Information</td><td></td></tr> <tr><td>581</td><td>40</td><td>581</td><td>40</td><td>Recording each patent assignment per property (times number of properties)</td><td></td></tr> <tr><td>146</td><td>790</td><td>246</td><td>395</td><td>Filing a submission after final rejection (37 CFR 1.129(a))</td><td></td></tr> <tr><td>149</td><td>790</td><td>249</td><td>395</td><td>For each additional invention to be examined (37 CFR 1.129(b))</td><td></td></tr> <tr><td colspan="5">Other fee (specify) </td><td></td></tr> <tr><td colspan="5">Other fee (specify) </td><td></td></tr> <tr> <td colspan="5" style="padding-top: 10px;"> <p>*Reduced by Basic Filing Fee Paid SUBTOTAL (3) (\$ 0)</p> </td> </tr> </tbody> </table>	Large Fee Code	Entity Fee (\$)	Small Fee Code	Entity Fee (\$)	Fee Description	Fee Paid	105	130	205	65	Surcharge - late filing fee or oath		127	50	227	25	Surcharge-late provisional filing fee or cover sheet		139	130	139	130	Non-English specification		147	2,520	147	2,520	For filing a request for reexamination		112	920*	112	920*	Requesting publication of SIR prior to Examiner action		113	1,840*	113	1,840*	Requesting publication of SIR after Examiner action		115	110	215	55	Extension for reply within first month		116	400	216	200	Extension for reply within second month		117	950	217	475	Extension for reply within third month		118	1,510	218	755	Extension for reply within fourth month		128	2,060	228	1,030	Extension for reply within fifth month		119	310	219	155	Notice of Appeal		120	310	220	155	Filing a brief in support of an appeal		121	270	221	135	Request for oral hearing		138	1,510	138	1,510	Petition to institute a public use proceeding		140	110	240	55	Petition to revive - unavoidable		141	1,320	241	660	Petition to revive - unintentional		142	1,320	242	660	Utility issue fee (or reissue)		143	450	243	225	Design issue fee		144	670	244	335	Plant issue fee		122	130	122	130	Petitions to the Commissioner		123	50	123	50	Petitions related to provisional applications		126	240	126	240	Submission of Information		581	40	581	40	Recording each patent assignment per property (times number of properties)		146	790	246	395	Filing a submission after final rejection (37 CFR 1.129(a))		149	790	249	395	For each additional invention to be examined (37 CFR 1.129(b))		Other fee (specify) 						Other fee (specify) 						<p>*Reduced by Basic Filing Fee Paid SUBTOTAL (3) (\$ 0)</p>				
Large Fee Code	Entity Fee (\$)	Small Fee Code	Entity Fee (\$)	Fee Description	Fee Paid																																																																																																																																																																															
105	130	205	65	Surcharge - late filing fee or oath																																																																																																																																																																																
127	50	227	25	Surcharge-late provisional filing fee or cover sheet																																																																																																																																																																																
139	130	139	130	Non-English specification																																																																																																																																																																																
147	2,520	147	2,520	For filing a request for reexamination																																																																																																																																																																																
112	920*	112	920*	Requesting publication of SIR prior to Examiner action																																																																																																																																																																																
113	1,840*	113	1,840*	Requesting publication of SIR after Examiner action																																																																																																																																																																																
115	110	215	55	Extension for reply within first month																																																																																																																																																																																
116	400	216	200	Extension for reply within second month																																																																																																																																																																																
117	950	217	475	Extension for reply within third month																																																																																																																																																																																
118	1,510	218	755	Extension for reply within fourth month																																																																																																																																																																																
128	2,060	228	1,030	Extension for reply within fifth month																																																																																																																																																																																
119	310	219	155	Notice of Appeal																																																																																																																																																																																
120	310	220	155	Filing a brief in support of an appeal																																																																																																																																																																																
121	270	221	135	Request for oral hearing																																																																																																																																																																																
138	1,510	138	1,510	Petition to institute a public use proceeding																																																																																																																																																																																
140	110	240	55	Petition to revive - unavoidable																																																																																																																																																																																
141	1,320	241	660	Petition to revive - unintentional																																																																																																																																																																																
142	1,320	242	660	Utility issue fee (or reissue)																																																																																																																																																																																
143	450	243	225	Design issue fee																																																																																																																																																																																
144	670	244	335	Plant issue fee																																																																																																																																																																																
122	130	122	130	Petitions to the Commissioner																																																																																																																																																																																
123	50	123	50	Petitions related to provisional applications																																																																																																																																																																																
126	240	126	240	Submission of Information																																																																																																																																																																																
581	40	581	40	Recording each patent assignment per property (times number of properties)																																																																																																																																																																																
146	790	246	395	Filing a submission after final rejection (37 CFR 1.129(a))																																																																																																																																																																																
149	790	249	395	For each additional invention to be examined (37 CFR 1.129(b))																																																																																																																																																																																
Other fee (specify) 																																																																																																																																																																																				
Other fee (specify) 																																																																																																																																																																																				
<p>*Reduced by Basic Filing Fee Paid SUBTOTAL (3) (\$ 0)</p>																																																																																																																																																																																				

SUBMITTED BY				Complete (if applicable)	
Typed or Printed Name	John S. Beulick			Reg. Number	33,338
Signature				Date	12/29/99
				Deposit Account User ID	

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Office, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

CERTIFICATE OF MAILING BY EXPRESS MAIL TO
THE COMMISSIONER OF PATENTS AND TRADEMARKS

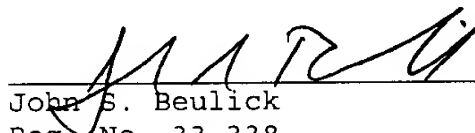
Express Mail mailing label number: EL319728006US

Date of Mailing: December 29, 1999

I certify that the attached complete utility patent Application of **BALWINDER S. SAMRA and OUMAR NABE** for **METHODS AND SYSTEMS FOR ANALYZING HISTORICAL TRENDS IN MARKETING CAMPAIGNS**, including:

- Patent Application Transmittal (1 page)
- Fee Transmittal (in duplicate) (1 page)
- Eight (8) pages of specification; two (2) pages of claims; one (1) page of abstract
- Eight (8) sheets of drawings
- Declaration and Power of Attorney (2 pages)
(For purposes of identification of inventor only)
- Certificate of Mailing Via Express Mail (1 page)
- Return post card

is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. §1.10 on the date indicated above in an envelope addressed to Box Patent Application, Assistant Commissioner for Patents, Washington, D.C. 20231.



John S. Beulick
Reg. No. 33,338
Armstrong Teasdale LLP
One Metropolitan Square, Suite 2600
St. Louis, MO 63012
314/621-5070